**Communications Plan for…**

**Background**

The…

**Key dates:**

* 17 August – XXX campaign launches
* 30 August – XXX event

**Audiences being reached**

* Managers and Heads of Service
* Staff with an interest in...

**Objectives**

* Encourage...

**Key messages**

* All staff are invited to...

**Tactics**

* **Posters** will be used in frontline offices, such as Birchmere and Oxleas, to ensure staff without email access know about...
* **Letters to members** will be used to encourage...

**Communication methods**

|  |  |
| --- | --- |
| * Letter or email to members
* Letter or email to senior leaders
* Staff bulletin
 | * Intranet
* Poster
* Leaflet
 |

 **Timetable**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date** | **Activity** | **Audience** | **Message** | **Non-network enabler** | **Activity owner** |
|  | Letter to members | Members |  | N/A |  |
|  | Intranet | All staff |  | Internal comms |  |
|  | Staff bulletin | All staff |  | Internal comms |  |
|  | Poster | Staff in Birchmere |  | [name of design and print contact, if using] |  |